

METHOD AND SYSTEM FOR USER-DEFINABLE FUN MESSAGING

ABSTRACT OF THE DISCLOSURE

[0040] A method and apparatus are used for encoding (310) and decoding (408) a message encoded with at least one entertainment component after receiving the message contents from a sender. Instructions from the sender are used for selecting (304) the encoding method for the message content to provide the entertainment component. When the selected encoding method is not available locally, it may be downloaded (306) to the electronic device (200). The encoded message may be supplemented (316) with descriptive information regarding the encoding method used to provide the entertainment component of the encoded message. The encoded message may include aural, haptic and visual elements as part of the entertainment component. The entertainment component may include optional game elements requiring a recipient or viewer to play (410) the game to view (412) the message contents.